

BERRYVILLE ARCHITECTURAL REVIEW BOARD
Berryville-Clarke County Government Center
MINUTES OF REGULAR MEETING
Wednesday, October 3, 2012

The regular meeting of the Berryville Architectural Review Board was held on Wednesday, October 3, 2012 at 12:00 p.m. at the Berryville – Clarke County Government Center located at 101 Chalmers Court in Berryville, Virginia.

ATTENDANCE

The following members of the Board were present: Ken Livingston, Susan Wolk, and Sue Cooper.
Absent: Jim Barb

The following staff member was present: Christy Dunkle

Others present: Val VanMeter, Winchester Star; Jerry Johnson

Mr. Livingston called the meeting to order at 12:05 p.m.

APPROVAL OF AGENDA

Mrs. Wolk moved to approve the agenda as written, seconded by Mrs. Cooper. The motion passed unanimously by voice vote.

APPROVAL OF MINUTES

Mrs. Cooper moved to approve the minutes of the September 12, 2012 meeting, seconded by Mrs. Wolk. The motion passed unanimously by voice vote.

Sign Review

Norton Embroidery, Cheryl Norton, Owner, is requesting a Certificate of Appropriateness in order to install a projecting sign at her business (Norton Embroidery) located at 11 South Church Street, identified as Tax Map Parcel number 14A5-((A))-11, zoned C General Commercial.

Ms. Dunkle said that the applicant is requesting the installation of a projecting sign for her business that will be located at 11 South Church Street. She said the sign would be made of an engineered wood product with one sheet of printed vinyl on two sides. She said they would be using the existing bracket. Mrs. Cooper said she liked the design of the sign.

There being no additional discussion, Mrs. Wolk moved to approve the request as submitted, seconded by Mrs. Cooper. The motion passed unanimously by voice vote.

Sign Review

Reed's Pharmacy, Ken Reed, Owner, is requesting a Certificate of Appropriateness in order to install a 4'x6' two-sided freestanding sign on an existing pole and a 3'x10' single sided backlight wall sign at his business (Reed Pharmacy) located at 15 Crow Street, Suite A, identified as Tax Map Parcel number 14A5-((A))-19 zoned C General Commercial.

Ms. Dunkle said that Reed's Pharmacy is requesting approval for two internally lit signs. She said that after measuring the frontage, the size of the wall sign will need to be reduced to conform to zoning regulations. She said she had spoken to Mr. Reed and he was fine with making the sign a little smaller.

Ms. Dunkle said they are also requesting approval for a sign on the existing pole located in the parking lot on the corner of Church and Crow streets. There was a general discussion about both signs.

There being no further discussion, Mr. Livingston asked for a motion. Mrs. Cooper moved, seconded by Mrs. Wolk, to approve the smaller wall sign and the freestanding sign with the recommendation that the pole be painted during the installation process. The motion passed unanimously by voice vote.

Sign Review

Berryville Main Street, Applicant, is requesting a Certificate of Appropriateness in order to install signs at the base of the street trees along Main Street in order to identify sponsorship for tree lighting.

Ms. Dunkle said that Berryville Main Street is planning to light the street trees downtown and are looking for sponsorship in order to support the effort. She said that Jay Arnold had submitted a prototype and said that the signs identifying sponsorship would be placed at the base of each tree. She added that there were 10 street trees that will be lit. She said that Mr. Johnson was in attendance to discuss the submission with the Board. Mr. Johnson reiterated the effort to light the trees and said that power would be extended from the buildings. He said that Mr. Arnold has discussed the electricity with the business owners and has received positive response. Mr. Livingston asked about the timeframe the lights would be up. Mr. Johnson said they are planning to have the lights on through early spring and take them down when the leaves start coming in in the spring. There was a discussion about the color of the sign itself. Mr. Johnson assured the ARB that the sign would be very tasteful. Mr. Livingston said that a lighter color would show up better. Mrs. Wolk agreed. Mr. Johnson said the lights would be on timers. He said that Berryville Main Street will trim the trees prior to the installation of the lights. He said that Berryville Main Street would be responsible for the maintenance of the lights. He added that the signs would be secured around the trees to prevent theft.

Ms. Dunkle said she had sent a photo of the prototype to VDOT for review. Mr. Livingston called for additional comments. There being none, Mrs. Cooper moved to approve the signs as presented with the recommendation that the base be painted off-white, seconded by Mrs. Wolk. The motion passed unanimously by voice vote.

Sign Review

Berryville Main Street, Applicant, is requesting a Certificate of Appropriateness in order to install 36" x 18" banners on the utility poles on Main Street.

Ms. Dunkle described the project proposed by the Berryville Main Street Design Committee. She said they had received permission from Rappahannock Electric Cooperative to install the banners on their utility poles downtown. Mrs. VanVoorhis also said that they wanted to put one of the six banners in front of the Barns of Rose Hill. Ms. Dunkle said the effort must be discussed with the Town of Berryville Public Works Department in order to coordinate the placement with the wreaths.

Ms. Dunkle said that the 18"x36" banners are too small for the proposed locations. She distributed photographs of 18"x36" banners that are located at Creekside. There was a general discussion about the size of the banners and it was determined that larger banners would be appropriate on the utility poles. She said that staff has discussed whether the flag should be used in this context. There was a discussion about flag etiquette. Mr. Livingston said that the script might be difficult to read. Mr. Johnson said that the "Historic Berryville" should be moved down to the bottom of the banner in order to leave the flag intact. He said he appreciated the input by the Board and that he would take this back to the Berryville

Main Street Board for discussion and modification and bring it back to the ARB for review and comment. He said they are planning to install the banners in the spring so there is no hurry on the approval.

Discussion – Unattended Clothing Donation Boxes

Ms. Dunkle said that Blue Ridge Hospice representatives attended the September Town Council meeting and requested consideration in regulating these facilities. Ms. Dunkle said that the Planning Commission discussed the situation and plan to move forward on drafting modifications to the ordinance. She said that the ARB would be involved in the review of any text amendments due to many of the containers currently being located in the historic district. Ms. Dunkle said other concerns include floodplain, sight distance issues, and these containers being placed in parking spaces that are required as a part of approved site plans.

Mr. Livingston said that they should be clearly identified and note where the items are going to be collected and distributed. Mrs. Wolk said they are easy to use. Mr. Livingston added that these add clutter to the historic district and are signs that should require permits. There was a general discussion concerning the matter. Ms. Dunkle said she would keep ARB members informed on the effort.

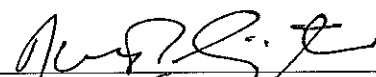
Other

Ms. Dunkle said that a campaign sign was located on the sidewalk that had not been reviewed and approved by the Architectural Review Board. Further, she said that a campaign sign had been attached to a parking meter which is not permitted. She distributed a photograph of the portable freestanding sign located in front of 20 East Main Street. Mrs. Wolk said she was concerned with the placement of a bell on the street side of the sign that could be dangerous to passersby. Mr. Livingston added that the Americans with Disabilities Act (ADA) identifies situations such as this. He recommended that Mr. Johnson review the ADA requirements and modify the sign accordingly. There was a general discussion about placing the bell on the building side of the sign. Mrs. Wolk suggested that putting the bell on the top of the sign might be another option. Mr. Johnson agreed to modify the sign.

Mrs. Wolk said that the Sweet Peas sign was back out on the corner over the weekend. Ms. Dunkle said she would contact the owner.

ADJOURNMENT

There being no further business, Mrs. Wolk made the motion to adjourn the meeting, second by Mrs. Cooper the motion was approved unanimously by voice vote. The meeting adjourned at 12:50 p.m.



Ken Livingston, Vice Chairman



Christy Dunkle, Recording Secretary